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# Role of service quality, trust and loyalty in building patient-based brand equity: Modeling for public hospitals

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## ABSTRACT

In the current competitive situation, hospitals are seeking to keep their position among patients. This study aimed to find factors influencing on the brand equity of hospitals. In the cross sectional study, Firstly, the factors affecting the brand equity were identified. Subsequently, by holding the panel of experts, the effective factors were taken into account. After standardization, the questionnaire was given to 450 admitted patients in Qazvin's hospitals. Finally, the causal relationship between the variables was evaluated using the Structural Equation Model (SEM) on AMOS22 software, with a significant level of 0.05. Analysis of findings revealed all fit indices were in an acceptable level. The path coefficient between brand trust and brand loyalty with brand equity was positive ( $t > 1.96$ ). Study result is necessary for hospitals to prioritize attention to dimensions and factors affecting brand equity in order to maintain their place in society and provide effective services.

## ARTICLE HISTORY

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## KEYWORDS

Patients; brand equity; hospital; structural Equation modeling; service quality